



**CHENG QIANQIAN**  
cgy8103181@163.com

**EDUCATIONAL BACKGROUND**

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**Universiti Kebangsaan Malaysia, Malaysia**

Master of Management

**October 2024 – October 2025**

Developing a cross-disciplinary foundation that connects cultural aesthetics with strategic thinking in management. Focused on the integration of branding, consumer psychology, and cultural storytelling in global luxury markets.

**Dalian Polytechnic University, China**

Bachelor of Fine Arts

**September 2019 – June 2023**

Received rigorous training in aesthetic theory, fashion design, and creative visual practices. Built a solid base in artistic innovation and semiotic analysis, complemented by practical research in cultural expression and identity construction.

**RESEARCH PROJECTS**

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**Independent Author**

Graduate School of Business, Universiti Kebangsaan Malaysia

**Published in 2024**

- Conducted independent research on cultural semiotics, brand transcreation, and localization strategies in the luxury market.
- Published the paper “Cultural Inheritance and Innovation of Luxury Brands in the Chinese Market: Taking Gucci, Burberry, YSL and Dior as Examples” in Curriculum Learning and Exploration (Vol. 2, Issue 4).

**Research Assistant**

Department of Fashion Design, Dalian Polytechnic University

**November 2022 – May 2023**

- Collaborated on a creative design project under Associate Professor Liu Xiaoyang’s supervision.
- Contributed to the research and development of the paper titled “Ms. Cui Jinyu’s Professional Image Planning and Creative Clothing Design and Production with the Theme of ‘Flapping Wings’”.

**Translation Assistant**

Basic Courses Teaching and Research Department, Dalian Polytechnic University

**January 2022 – November 2022**

- Assisted Professor Cui Jinyu in translating academic content for a materials science research project.
- Contributed to the paper “Synthesis of  $MgAl_2O_4$  from Dissociated Products of  $MgCO_3$  ” by ensuring accuracy and coherence in technical terminology

**HONORS AND AWARDS**

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Awarded University-Level Excellence for the project “Huaran Koudan: Customized Nail Studio Inspired by Traditional Chinese Aesthetics”, under the National Innovation and Entrepreneurship Training Program. 2022

Received University-Level Honor for the project “Innovative Design of a Hemiplegia Rehabilitation Trainer Based on Medical Product Principles”, as part of the College Student Innovation and Entrepreneurship Training Program. 2020

**WORKING EXPERIENCE**

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## Chufan Culture Media Studio

New Media Operations

Yingkou, China

April 2022—June 2024

- Produced and edited multimedia content, including photography and video, for fashion, lifestyle, and cultural storytelling campaigns.
- Led visual strategy and aesthetic direction for branding projects, with a focus on spatial design, style curation, and user engagement.
- Collaborated across teams to deliver coherent brand narratives, sharpening skills in communication, coordination, and visual semiotics.
- Developed strong attention to detail, content logic, and digital organization—building a foundation for cultural research and media analysis.

## EXTRACURRICULAR ACTIVITIES

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**Graduation Gala Committee**, Universiti Kebangsaan Malaysia, Malaysia

**March 2025 – October 2025**

- Co-organized the annual graduation gala for the Graduate School of Business, involving over 200 local and international students.
- Coordinated event planning, visual theme design, and stakeholder communication, ensuring smooth collaboration across departments.
- Facilitated cross-cultural engagement by incorporating diverse cultural elements into the event program and performances.

**Student Union**, Dalian China

**October 2019—October 2020**

- Led the Discipline Committee to oversee class governance and peer guidance.
- Assisted in organizing campus-wide cultural and sports events.
- Supported student affairs management and helped foster a positive and inclusive campus environment.

**College Student Employment Association**, Dalian China

**October 2020—October 2021**

- Facilitated communication among students, parents, and faculty.
- Coordinated on-campus recruitment and enterprise visits.
- Provided logistical and guidance support during career fairs and exchange events.

**Artistic Gymnastics Club**, Dalian China

**October 2019—October 2020**

- Represented the university in competitive artistic gymnastics events.
- Led member recruitment and peer instruction in technical training.
- Participated in performances and assisted instructors in class management

**Musical instrument club**, Dalian China

**May 2021—July 2022**

- Participated in school-sponsored art and music events.
- Organized membership drives and maintained instrument inventory.
- Promoted cultural engagement through performance planning and coordination.

## SKILLS

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- **Strategic Thinking** : Able to analyze branding, identity, and business models in cultural and global contexts.
- **Qualitative Research Methods** : Experienced in interview design, case study analysis, and content coding.
- **Marketing & Cultural Branding** : Familiar with storytelling strategies, consumer psychology, and emotional resonance in marketing.
- **Project Coordination** : Skilled in cross-functional teamwork, timeline management, and outcome alignment.
- **Business Software**: Proficient in Microsoft Office Suite and PowerPoint for data presentation and report writing.
- **Visual & Design Tools** :
  - Advanced in Adobe Photoshop for creative editing and brand visuals
  - Experienced in CorelDRAW and Adobe Illustrator (AI) for vector-based design and layout creation
- **Digital Communication** : Adept at producing visual content for multi-platform storytelling, with strong aesthetic judgment.

## LANGUAGES

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English

Chinese